

# **Sales and Service Offer Method and Apparatus**

## **ABSTRACT**

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A mechanism is provided that identifies a customer and attaches to a customer inquiry a relevant sales or service offer code. When a sales/service agent is in contact with the customer, the sales/service agent's display illuminates a sales/service offer icon as appropriate. When the sales/service agent clicks on the icon, the system calls an associated URL and launches a browser, which then displays a description of the offer and a suggestion script. After presenting the offer to the customer, the sales/service agent selects an appropriate disposition code, which is recorded in a database with regard to offer status. One key aspect of the invention concerns passing a URL associated with an offer along with a phone call to an agent in a call center.

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